

## *Greetings from your Officers*



**Linda Hanks**  
President Elect



**Brigit Gerrard**  
Vice President



**Amber Shill**  
President



**McKay Jensen**  
Immediate Past President



**Richard C. Stowell**  
Executive Director

Welcome to the USBA 90th Annual Conference. We have planned this Conference with you in mind; thanks to your suggestions we have lined up some extraordinary speakers and outstanding presentations for the breakout sessions.

We recognize and appreciate that you are making a significant contribution of your time to participate in this Conference. We are confident that you will find it educational and will return to your district inspired and equipped for today's tough challenges. We hope that you will build new friendships with fellow Board Members from around the State and get acquainted with the many Superintendents and Business Administrators who attend and participate in the Conference.

## **IT'S BACK...**

### **USBA Health Fair**

*Located in the Sinclair Room on the Main Level*

Free Services provided by Healthy Utah include:

- Blood Pressure Check
- Cholesterol
- Blood Glucose
- Body Composition
- Health Consultation
- And more...

Sponsored by USBA and Public Employees Health Plans (PEHP)

### **Thanks to Our Exhibitors and Sponsors**

Each year at the Conference, Exhibitors and Sponsors help support our overall program and provide a wealth of information to Conference attendees. USBA extends a big "Thank You" to our Sponsors and Exhibitors.



**David Horsager**

## **Keynote Speaker**

David Horsager, MA, CSP, CPAE is the CEO of Trust Edge Leadership Institute, Trust Expert in Residence at High Point University, and Wall Street Journal bestselling author of *The Trust Edge*. David has advised leaders and delivered life-changing presentations on six continents, with audiences ranging from FedEx, Toyota, MIT and global governments to the New York Yankees and the Department of Homeland Security.

Mr. Horsager is recognized as a global authority in helping leaders and organizations become the most trusted in their industry, creating an environment where people perform at their best.



**James “The Iron Cowboy” Lawrence**

## **Featured Speaker**

Known as “the toughest man alive,” James Lawrence, 45, held the world record for the most ironman-distance triathlons completed within a calendar year. That number was 50. He set that record in 2015, completing all 50 in all 50 states over 50 consecutive days.

Calling himself the “Iron Cowboy,” in 2021, James broke his own record running 101 ironman-distance races in 101 days.

James shares with you the ups, downs and life lessons learned. His combination of energy, humor, determination and achievement will captivate and inspire you to reach higher than you ever thought you could by redefining impossible.

James, a native of Canada, lives in Lindon, Utah with his wife Sunny and their four daughters and one son.



ComedySportz

## Featured Entertainment

**ComedySportz** is live improvisation that makes comedy a sport. The referee interacts with the audience throughout the evening, asking you to shout out suggestions. Give us a name, tell about your day, even join them briefly on stage.

The **RED TEAM** and **BLUE TEAM** will compete for your laughter and participation throughout the show. At the end of each round, the audience will award points to the deserving player or team, and a winner will be crowned at the end of the night.

Plan on a fun-filled, fast-paced and unforgettable evening!



## Utah School Boards Association 90th Annual Conference

### FIRST GENERAL SESSION Thursday, January 6, 2022 Little America Ballroom

- 3:00 p.m. Conference Registration and Booth Exhibits Open
- 7:00 p.m. Conducting . . . . . Amber Shill,  
USBA President
- Reverence . . . . . Terry Bawden,  
USBA Board of Directors and Granite School Board
- Flag Ceremony . . . . . West High School Navy JROTC  
Directed by Cadet Ariocho Kaleem, Color Guard Commander
- National Anthem . . . . . School Resource Officers Quartet  
Chris Ruiz, Pleasant Grove High School  
Lindsay Halladay, Orem High School  
Tyler Prawitt, Skyridge High School  
Josh Hansen, Timpanogos High School
- Music . . . . . Box Elder High School Madrigals  
Box Elder School District  
Directed by Casey Wood

### Keynote Speaker David Horsager

#### *The Trust Edge™* *How Top Leaders Drive Business Results through Trust*

Trust is a fundamental, bottom-line issue. Without it, leaders lose teams, salespeople lose sales, and organizations lose reputations, retention of good people, relationships and revenue. With trust, individuals and organizations enjoy greater creativity, productivity, freedom and results. With his firsthand experience working with the world's highest performing leaders and his industry leading research in The Trust Outlook®, David reveals how top leaders drive business results to become the most trusted in their industry.

- 8:30 p.m. Adjournment

## SECOND GENERAL SESSION

### Friday, January 7, 2022

- 8:00 a.m. Registration
- 8:30 a.m. Conducting . . . . . Linda Hanks,  
USBA President Elect
- Music . . . . . Pleasant Grove High School Chamber Choir  
Alpine School District  
Directed by Jim Wilcock

#### USBA Business Session

- Nominations for USBA Vice President  
McKay Jensen, USBA Immediate Past President
- Proposed Bylaw Amendments  
Linda Hanks
- Divide into Regions to elect Multi-District Region  
Board of Director Members and  
Delegates-at-Large and Delegates-at-Large  
for Single District Regions  
Linda Hanks

#### Region I – Ballroom

Cache, Logan, Rich

#### Region II – Ballroom

Box Elder, Morgan, Ogden

#### Region III – Wyoming Room

Davis

#### Region IV – Ballroom

North Summit, South Summit,  
Park City, Wasatch

#### Region V – Sun Valley Room

Salt Lake City

#### Region VI – Arizona Room

Granite

#### Region VII – Ballroom

Murray, Provo

#### Region VIII – Ballroom

Carbon, Daggett, Duchesne, Emery,  
Grand, San Juan, Uintah

#### Region IX – Idaho Room

Jordan

#### Region X – Ballroom

Juab, North Sanpete, Piute, Sevier,  
South Sanpete, Tintic, Wayne

#### Region XI – Ballroom

Beaver, Garfield, Iron,  
Kane, Millard

#### Region XII – Flagstaff Room

Alpine

#### Region XIII – Sawtooth Room

Weber

#### Region XIV – Snowbasin Room

Nebo

#### Region XV – Wasatch Room

Washington

#### Region XVI – Uintah Room

Canyons

#### Region XVII – Tucson Room

Tooele

## BREAKOUT SESSIONS

9:45-10:45 a.m. — 11:00-12:00 Noon

### QUICK START GUIDE TO SOCIAL MEDIA

#### Wyoming Room

Presented by Amber Shill, USBA President and  
Cade Douglas, Superintendent, Sevier School District

This session will go over the types of social media, how to use social media, comply with the law, do's and don'ts and best practices. Social media can be a powerful tool to foster community engagement and spread positive messages about your schools and district.

### PROJECT KIDS

#### Idaho Room

Presented by John Dougall, Utah State Auditor and  
Kaylee Hodgson, Senior Research Analyst  
Facilitator: Mark Clement, USBA Board of Director

How to improve data-driven decision making with key integrated data systems OR where does the money go in public education and how well is it spent? John and Kaylee will teach us how to navigate the auditor's new website so we can see where money is spent in our districts and compare between schools in the state. Knowing where money is spent can drive future decision making to better meet the needs of Utah students.

### BUILD HIGH TRUST, HIGH PERFORMING SCHOOL BOARDS

#### Arizona Room

Presented by David Horsager  
The Trust Edge™  
Facilitator: Kristi Swett, USBA Board of Directors

The single unique quality found in successful organizations is trust. People pay more for a trusted brand. They buy it again. They tell others. The strategic advantage of being trusted is what separates high performance boards, leading to greater influence, more impact, and better educational systems. In this program, David shares three key pillars for building high levels of trust in school boards.

### ALTERNATE PATHWAY TO PROFESSIONAL EDUCATOR

#### LICENSURE (APPEL)

#### Snowbasin Room

Presented by Shane Erickson, Southeastern Educational Service  
Agency (SESC) Director and Lisa McLachlan  
Facilitator: Merri Shumway, USBA Board of Directors

The APPEL program is an educator preparation program that provides an Alternative Pathway to Professional Licensure for educators who have a bachelor's degree but still require a teaching license. As defined by the

Utah State Board of Education Administrative Rules R277-303: Educator Preparation Programs, APPEL has been approved through the Utah State Board of Education with the support of the USBE educator licensing team. This presentation will focus on the components of the teacher licensing process including review and endorsement, providing board members and superintendents with a basic understanding of how teachers can be licensed using the APPEL program.

**WHAT MATTERS MOST: USING THE RIGHT DATA TO DRIVE DECISIONS TO SUPPORT HIGH LEVELS OF LEARNING FOR EVERY STUDENT**  
**Flagstaff Room**

Presented by Cheri Stevenson, Executive Director of Professional Development; Laura Hesson, School Board Member; and Nate Esplin, Assistant Superintendent Elementary Schools, Washington School District  
Facilitator: Becky Dunn, USBA Board of Directors

In this session, you will learn how to create data driven systems and processes that help students target learning. Discover how formulating curriculum at the district level helps support and strengthen schools and the students we teach.

**BUILDING RESILIENCE AND UNITY IN YOUR BOARD AND DISTRICT**  
**Sun Valley Room**

Presented by Stuart Jones, Vice President of Advancement and Enrollment Management, Southern Utah University  
Facilitator: April LeFevre, USBA Board of Directors

This session will provide real-world strategies to build pliability and grit to deal with the difficult issues confronting public education leaders. The session will also explore how to build greater unity and connection within a school board and district.

**10:45 a.m. Break**

**11:00 a.m. Breakout Sessions Continued**

**QUICK START GUIDE TO SOCIAL MEDIA**  
**Wyoming Room**

Presented by Amber Shill, USBA President and Cade Douglas, Superintendent, Sevier School District

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Facilitator: Tracy Miller, USBA Board of Directors

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**Snowbasin Room**

Presented by Shane Erickson, Southeastern Educational Service Agency (SESC) Director and Lisa McLachlan  
Facilitator: Cheryl Phipps, USBA Board of Directors

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This session will provide real-world strategies to build pliability and grit to deal with the difficult issues confronting public education leaders. The session will also explore how to build greater unity and connection within a school board and district.

**LUNCH ON YOUR OWN**

**THIRD GENERAL SESSION**  
**Friday, January 7, 2022**

1:30 p.m.	Conducting . . . . . Brigit Gerrard, USBA Vice President
	Prize Drawing . . . . . McKay Jensen, USBA Immediate Past President
	Music . . . . . Milford High School Guitar Quartet Beaver School District Directed by Joe Costello
	Association Report . . . . . Brigit Gerrard, USBA Vice President
	Explanation of the UHSAA Elections . . . . . Rob Cuff, UHSAA Executive Director

**BREAKOUT SESSIONS**  
**2:15-3:15 p.m. — 3:30-4:30 p.m.**

**FINANCING FUNDAMENTALS IN THE PRESENT WHILE  
PREPARING FOR THE FUTURE**  
**Wyoming Room**

Presented by Rob Smith, Assistant Superintendent, Business Services, Alpine School District  
Facilitator: Kristi Swett, USBA Board of Directors

Our basic training provides a foundation of Utah school finance principles for new board members while meeting the needs of veterans wanting to dive deeper into policy issues affecting education. Come learn more about how Utah schools are funded.

**LEGISLATIVE HOT TOPICS FOR 2022**  
**Idaho Room**

Presented by McKay Jensen, USBA Immediate Past President; Lexi Cunningham, USBA Associate Executive Director, USSA Executive Director

Welcome to 2022! We are just days away from this year’s Utah Legislative Session. It’s important to know what to expect so be sure to attend this presentation. McKay and Lexi will be joined by Senator Derrin Owens and Representative Lowry Snow in a lively discussion on the upcoming session. We will review the USBA 2022 legislative priorities, learn what took place at education interim meetings, and provide an overview of the 2022 session.

**RISK DEBRIEF: WHERE WE’VE BEEN AND WHERE WE’RE HEADED**  
**Arizona Room**

Presented by Brian Nelson, State Risk Manager  
Facilitator: Mont Millerberg, USBA Board of Directors

Join the Division of Risk Management for a debrief on risk and insurance trends, accomplishments and direction.

**WHAT TRUST LANDS MEAN TO YOU**  
**Snowbasin Room**

Presented by Mark Huntsman, USBE Chair; Paula Plant, Director School Children’s Trust; Elisse Newey, School Children’s Trust  
Facilitator: Kelly Preece, USBA Board of Directors

Did you know that Utah Trust Lands distributed over \$90 million dollars to public schools last year? Come find out about the fascinating history of Utah’s School Trust and your important role that allows schools to continue to access this vital, increasing, and unique funding source through the School LAND Trust Program.

## **SELECTING CURRICULUM MATERIALS: A BOARD'S ROLE**

### **Flagstaff Room**

Presented by Anne-Marie Harrison, Assistant Superintendent  
Teaching and Learning, Provo School District  
Facilitator: Janis Christensen, USBA Board of Directors

As the public is increasingly concerned about the curricula being used in our schools, understanding how law and policy guide the process is important. We will discuss how stakeholders can work together to make good curriculum choices.

## **WHAT'S NEW IN SCHOOL LAW 2021: TRENDS AND DEVELOPMENTS IN EDUCATION LAW**

### **Sun Valley Room**

Presented by Patrick Tanner, Attorney with Burbidge, Van Komen, Tanner & Scruggs  
Facilitator: Camille Knudson, USBA Board of Directors

This session will outline some of the major trends and developments in education law during 2021 and how they may affect local boards of education.

**3:15 p.m. Break**  
**3:30 p.m. Breakout Sessions Continued**

## **FINANCING FUNDAMENTALS IN THE PRESENT WHILE PREPARING FOR THE FUTURE**

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**FIFTH GENERAL SESSION**  
**Saturday, January 8, 2022**  
*Casual Dress*

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- 7:00-8:15 a.m. Networking Breakfast Buffet . . . . . Arizona and  
 Idaho Rooms  
 Sponsored by MHTN Architects and PEHP
- 8:30 a.m. Conducting . . . . . McKay Jensen,  
 USBA Immediate Past President
- Reverence . . . . . Nate Salazar,  
 Salt Lake City School Board
- Prize Drawing . . . . . McKay Jensen,  
 USBA Immediate Past President
- USBA Vice President Candidates . . . . . McKay Jensen
- President's Report . . . . . Amber Shill, USBA President

**BREAKOUT SESSIONS**

9:30-10:30 a.m. — 10:45-11:45 a.m.

**KEEPING PUBLIC SCHOOL BOARD MEETINGS SAFE, SECURE  
 AND EFFECTIVE AND SAFETY IN OUR SCHOOLS**

**Wyoming Room**

Presented by Reid Newey, Superintendent, John Zurbuchen,  
 Assistant Superintendent, and Blake Haycock, Security Coordination,  
 Davis School District  
 Facilitator: Becky Dunn, USBA Board of Directors

This presentation will examine the protocol and methods to keep public school board meetings safe for board members and members of the public, particularly during public comment periods when a controversial, divisive issue is being addressed. It will also present ways to ensure the school board can accomplish their work without disruption. Security, policies and practices will be presented. This presentation will seek to educate on best practices to avoid an atmosphere in which board members are threatened and the meeting has to be postponed or cancelled due to disruption.

**SYSTEMS ACCREDITATION WITH COGNIA (AdvancEd)**  
**Arizona Room**

Presented by Dr. Rich Nye, Superintendent, Granite School District  
 Facilitator: Terry Bawden, USBA Board of Directors

Why should you consider systems accreditation? What can systems accreditation do to improve alignment, focus and collaboration across all of your schools — including elementary and middle levels? Please join Dr. Nye for a discussion of the process, including challenges and benefits, of system-wide accreditation via Cognia (AdvancEd).

**NOBODY PUTS BOARD MEMBERS IN A CORNER: COMMUNICATION  
 TIPS FOR CHALLENGING SITUATIONS AND EVENTS**  
**Idaho Room**

Presented by Jeff Haney, Director of Communications,  
 Canyons School District  
 Facilitator: Mont Millerberg, USBA Board of Directors

Members of boards of education and school administrators have a tough job made tougher by an always-connected, information-driven, politically-divided world. Attend this workshop to learn how to avoid “communication paralysis,” which can be brought on by the thought of having to engage in difficult conversations with angry parents or fretting that every text, email or voice mail response to a patron will be posted to social media or forwarded to the entire community.

**CALL THE “SWOT” TEAM! USING S.W.O.T. ANALYSIS FOR  
 DISTRICT GOAL SETTING**  
**Snowbasin Room**

Presented by Frank Schofield, Superintendent and  
 Logan City School District Board of Education  
 Facilitator: Cassie Beutler USBA Board of Directors

Identifying and discussing an organization's Strengths, Weaknesses, Opportunities and Threats, using the S.W.O.T. protocol helps school boards and district administrators set appropriate and meaningful goals by developing clarity and identifying priorities requiring action.

Participants in this session will review the primary elements of S.W.O.T. analysis, identify the benefits of conducting the analysis, and practice using each element to identify the Strengths, Weaknesses, Opportunities and Threats in their own districts.

## **MBA COMMITTEE**

### **Sun Valley Room**

Presented by McKay Jensen, Immediate Past President  
and MBA Committee

The Master Board Award is a training program designed to build better board members. All board members are required to participate annually in open meeting law and school community council training. This session is recommended for board members, superintendents, and business administrators at Level 1-2. Come learn MBA basics, how to log on to the program and continue to achieve. **Bring a laptop or tablet to class.**

## **PARENT GUIDANCE: PROVIDING PARENTS WITH IMMEDIATE ACCESS TO YOUTH MENTAL HEALTH SUPPORT**

### **Flagstaff Room**

Presented by Anne Brown, The Cook Center for Human Connection  
Facilitator: Shannon Acor, USBA Board of Directors

Suicide is the number one cause of death in Utah for youth aged 10-24. As the after effects of 2020 become clear, suspected suicide attempts by girls between 12 and 17 rose about 51%. Emergency room visits for suicide ideation and attempts by children rose 92%. While the need for mental health support for families is drastically increasing due to the pandemic, it can take months to see a therapist and in some cases, as long as a year for a specialist. This is particularly challenging in rural and underserved areas. Parents and schools can be protective factors in preventing youth suicide and improving mental wellness.

Come learn about ParentGuidance.org, a free resource available to youth, parents, and educators providing immediate answers to mental health questions. Licensed therapists provide mental health courses, professional support, and answers to questions. While ParentGuidance does not replace treatment, it can offer help and hope until direct services are available. Come learn more about this valuable resource.

**10:30 a.m. Break**

**10:45 a.m. Breakout Sessions Continued**

## **KEEPING PUBLIC SCHOOL BOARD MEETINGS SAFE, SECURE AND EFFECTIVE AND SAFETY IN OUR SCHOOLS**

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Presented by Reid Newey, Superintendent, John Zurbuchen, Assistant Superintendent, and Blake Haycock, Security Coordination, Davis School District  
Facilitator: Cheryl Phipps, USBA Board of Directors

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**SIXTH GENERAL SESSION**  
**Luncheon Session**  
**Saturday, January 8, 2022**

12:00 Noon	Conducting .....	Linda Hanks, USBA President Elect
	Luncheon Buffet. ....	Ballroom
	Speaker .....	James “The Iron Cowboy” Lawrence
	Election Results .....	Amber Shill, USBA President
	Installation of Incoming President .....	Amber Shill, USBA President
	Prize Drawing .....	McKay Jensen, USBA Immediate Past President
1:45 p.m.	Adjournment .....	Linda Hanks, USBA President

**Have a Safe Trip Home**



## USBA Conference Committee

Amber Shill, President  
 Linda Hanks, President Elect  
 Brigit Gerrard, Vice President  
 McKay Jensen, Immediate Past President  
 Richard C. Stowell, Executive Director

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## Prize Contributors

Alpine School District  
 Beaver School District  
 Box Elder School District  
 Cache School District  
 Canyons School District  
 Carbon School District  
 Daggett School District  
 Davis School District  
 Duchesne School District  
 Emery School District  
 Garfield School District  
 Grand School District  
 Granite School District  
 Iron School District  
 Jordan School District  
 Juab School District  
 Kane School District  
 Logan City School District  
 Millard School District  
 Morgan School District  
 Murray School District

Nebo School District  
 North Sanpete School District  
 North Summit School District  
 Ogden City School District  
 Park City School District  
 Piute School District  
 Provo City School District  
 Rich School District  
 Salt Lake City School District  
 San Juan School District  
 Sevier School District  
 South Sanpete School District  
 South Summit School District  
 Tintic School District  
 Tooele School District  
 Uintah School District  
 Wasatch School District  
 Washington School District  
 Wayne School District  
 Weber School District

## USBA Board of Directors



**Teri Rhodes**  
 Region I  
Cache, Logan, Rich



**Kelly Preece**  
 Region II  
 Box Elder, Morgan,  
 Ogden



**Cheryl Phipps**  
 Region III  
 Davis



**Marianne Allen**  
 Region IV  
 North Summit, South  
 Summit, Park City,  
Wasatch



**Katherine Kennedy**  
 Region V  
 Salt Lake City



**Terry Bawden**  
 Region VI  
 Granite



**McKay Jensen**  
 Region VII  
 Murray, Provo



**Merri Shumway**  
 Region VIII  
 Carbon, Daggett,  
 Duchesne, Emery,  
 Grand, San Juan,  
 Uintah



**Tracy Miller**  
 Region IX  
 Jordan



**Cassie Beutler**  
Region X  
Juab, North Sanpete,  
Piute, Sevier, South  
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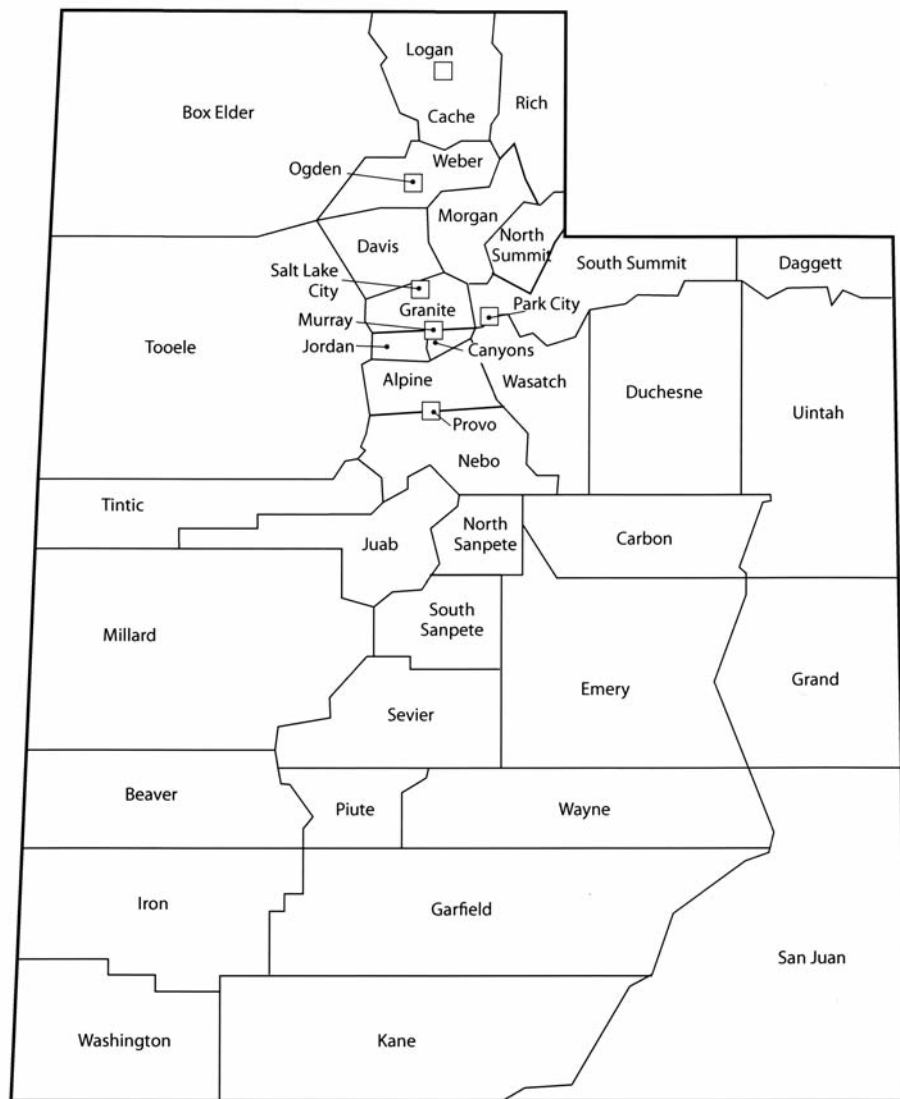
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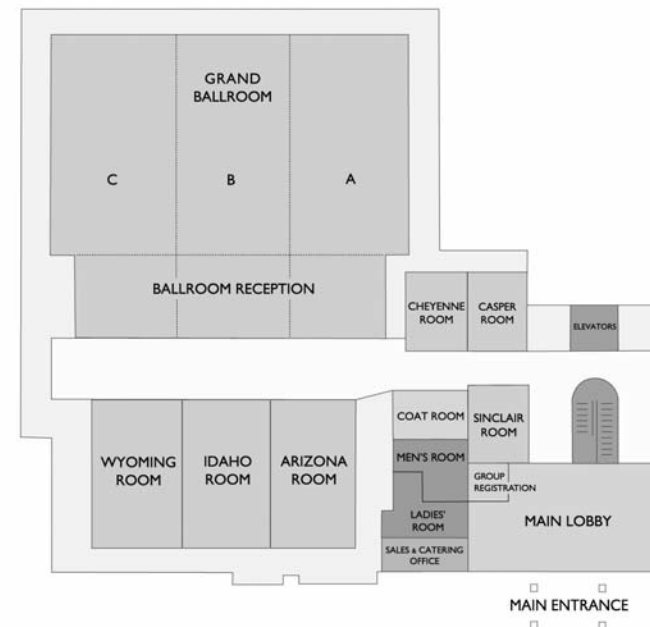
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# Utah School Districts Map

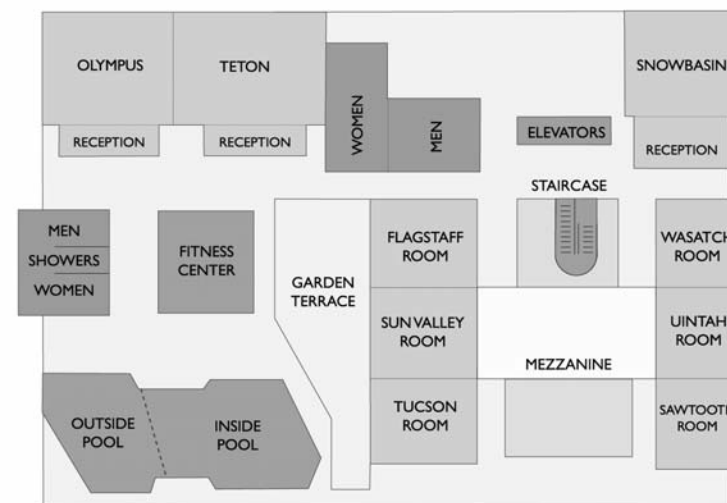


# Little America Hotel Floor Plan Map

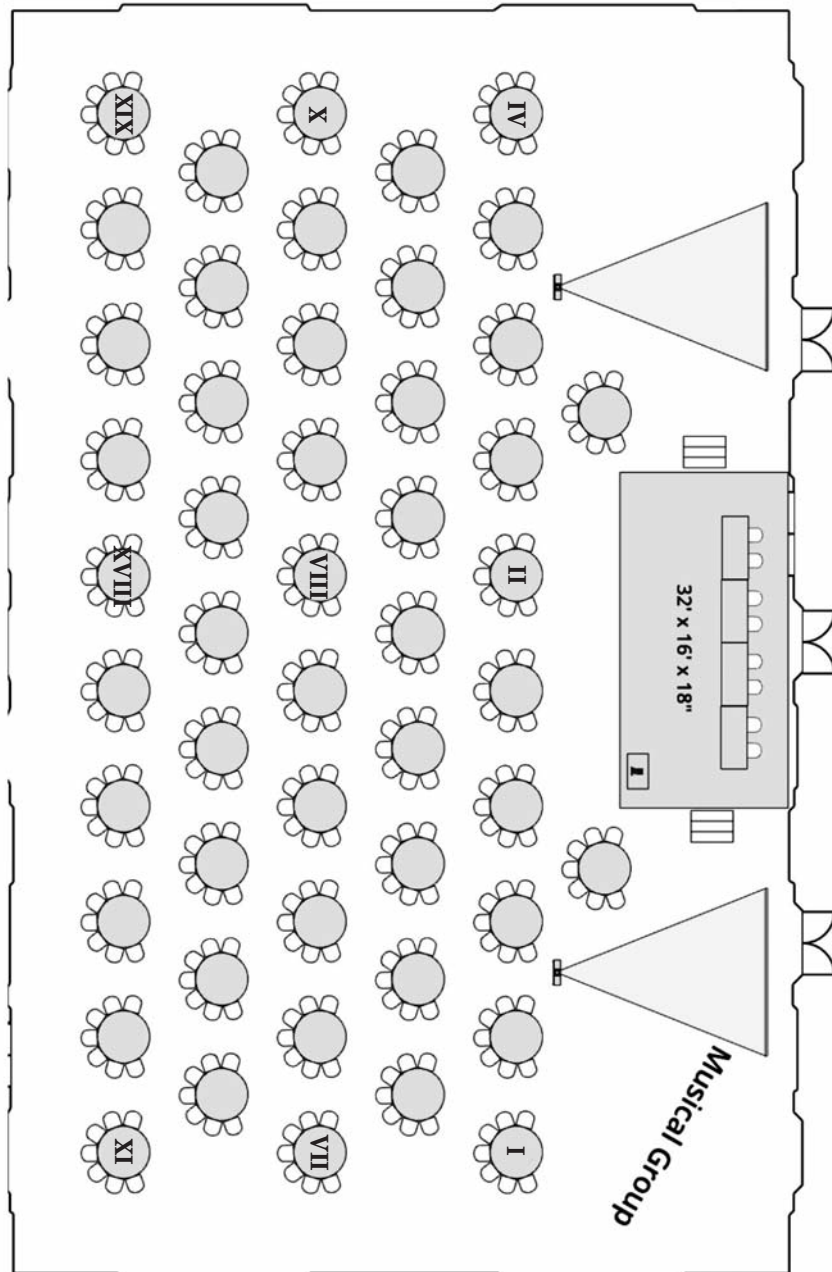
## MAIN LEVEL



## SECOND LEVEL



## Little America Hotel Ballroom Floor Plan



## New Region Alignment

New Regions if the Bylaw Amendments are approved

Region I	Cache, Logan, Rich
Region II	Morgan, Ogden, Box Elder
Region III	Davis
Region IV	North Summit, South Summit, Park City, Wasatch
Region V	Salt Lake City
Region VI	Granite
Region VII	Provo, Murray
Region VIII	Carbon, Emery, Grand, San Juan
Region IX	Jordan
Region X	Juab, North Sanpete, Tintic, Millard
Region XI	Beaver, Garfield, Iron, Kane
Region XII	Alpine
Region XIII	Weber
Region XIV	Nebo
Region XV	Washington
Region XVI	Canyons
Region XVII	Tooele
Region XVIII	South Sanpete, Sevier, Piute, Wayne
Region XIX	Daggett, Duchesne, Uintah